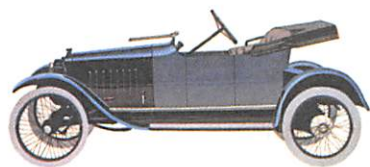
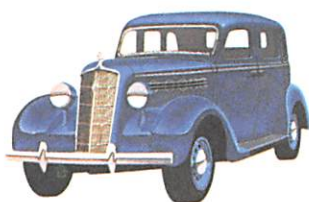


We kept changing our mind—and our cars



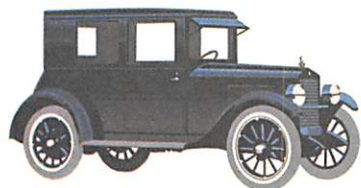
1915 Saxon
wire-wheeled runabout



1935 Plymouth
best seller in Depression



1949 Buick
pillarless hardtop



1922 Essex
first inexpensive sedan



1939 Plymouth
its "ragtop" power-operated



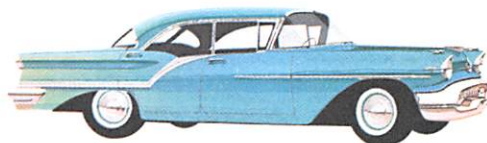
1956 Packard
deluxe Clipper model



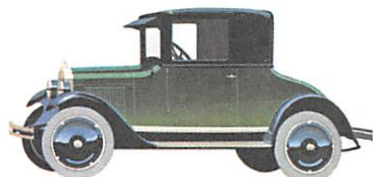
1924 Chrysler
four-wheel hydraulic brakes



1940 Oldsmobile
genuine "woody," Hydra-Matic



1957 Oldsmobile
protective bumpers, more glass



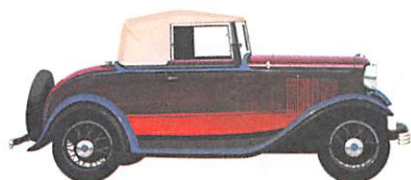
1925 Chevrolet
successful competitor of Model T



1946 Studebaker
trend-setting post-war design



1958 Thunderbird
restyled from 1955 T-bird



1932 Ford
low-priced V-8, rumble seat



1947 Kaiser
unusual slab-sided styling



1961 Pontiac Tempest
intermediate size, 4 cylinders



1934 DeSoto Airflow
pioneer of aerodynamic styling



1949 Cadillac
beginning of tailfin fad



1964 Mustang
four-seater semi-sports car

From National Geographic's **WE AMERICANS**
(details overleaf)

National Geographic Society

WASHINGTON, D.C. 20036

PROMOTION AND EDUCATIONAL SERVICES DIVISION

CLETIS PRIDE, PhD.
VICE PRESIDENT

Dear Member,

To prepare the mini-poster showing how automobile styles have changed over the decades, I referred to pages 322 and 323 of WE AMERICANS -- where the cars are featured even larger, and there are more of them.

And here is an excerpt of the text that accompanies this spread:

First we drove open cars. In 1919 only 10 percent were closed; a decade later only 10 percent were open. The 1930's brought back convertibles -- their popularity peaked in 1965, then nosedived. Size waxed and waned.... The early 1940's saw the launching of post-war monsters which, in the 50's, held small cars to 10 percent of the market; by the 60's, compacts were 40 percent.

Fascinating, isn't it, just how often we Americans do change our minds. And not only about cars either. As you leaf through the 456 pages of this keepsake family volume, you'll marvel at more than 650 illustrations that depict the variety and nostalgia of our unique heritage.

The Christian Science Monitor described WE AMERICANS as "a kind of giant memory book for Americans who yearn for a feeling of times gone by, as conveyed by a sensitive text and symbolic pictures."

We are sure you and your family will agree.

But if -- for any reason -- this volume does not meet your highest expectations, you may return it to the Society without payment. To examine the book in your home, simply mail the enclosed postage-paid order form.

Cordially yours,



CGP/ac